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## Intellectual property, electronics and product dispensing at the agenda of PCD 2012



Intellectual property rights will be under the highlights during the next PCD congress, which will be held on February 8 and 9, 2012 at the space Champerret.

This issue will be with at the opening of the congress on Wednesday 8th February. Christian Derambure, Intellectual property rights consultant, and Michel Fontaine, President of the CNE (French Packaging Council), will moderate a workshop titled: "How effectively to draft a patent to meet your aims?"

To wind up this session, Benoît Lejeune, Patent Engineer and European Agent at Chanel, will share his vision on "*Intellectual Property and Innovation Strategy*".

Another of the highlights will be the convergence between electronics and cosmetics. "*In the era of smartphones and tablet computers, packaging plays an ever more important part as a medium to create new services like interactivity with Internet, point-of-sales advertising or real time 3D,*" explained the organizers in a release.

Discussions on this topic will be moderated by Nicolas Duru, Electronic Lab. Manager at L'Oréal, and Dr. Christine LAFFORGUE, from the Dermophology & Cosmetology Unit of the Pharmaceutical Faculty, at the Université Paris Sud 11. Among the questions at the agenda: light, Laser, ultrasound, movement, energy, communication, interactivity, safety, evaluation, as well as the regulatory framework, and the environment.

Prof. Philippe HUMBERT, Besançon teaching hospital, will take stock of the techniques used to measure the results of formulae and the action of cosmetic devices.



Still on Wednesday 8th February, the whole afternoon will be dedicated to packaging and dispensing innovations for cosmetic formulations.

Michel Dupuis, Managing Director, Packaging Purchases and Development at Chanel, and Pascale Marciniak-Davoult, Packaging Research and Innovation Director, at Chanel, will chair the session, which will be focused on fragrances and will feature presentations by Rexam, Heinz Glas France, SGD, Verreries Brosse, Bormioli Rocco, Pochet du Courval, Bormioli Luigi S.p.A, Printing International Group, Graphocolor, API, Seram Europe, Massilly and Stora Enso.

*"This session will enable us to discover a new pump, to take stock of issues linked to the environment and decoration techniques with the leading glass manufacturers and their partners. New decoration and presentation techniques will be addressed,"* claimed the organizers.

Thursday 9th February in the morning, Hervé Bouix, Senior Vice President Packaging New Ventures & Special Projects, at The Estée Lauder Companies, will chair a session dedicated to recent advances in packaging for beauty products and make-up, which will feature topics such as: "Open innovation", "Design as a means of offering consumers a richer purchasing experience," "Electronics and cosmetics convergence (added value or gadget?)" , "Applicators, the key link par excellence," "New materials," "2in1 beauty care devices," and "Design luxury, functionalities and respect for the environment" .

The session will feature presentations by MWV, DieterBakicGroup, Geka, DuPont Cosmetic Solutions, Neopac, Bioplan Beauty, Nympheas International Biomaterial Corporation, Coradin, Techneis, Weener Plastic Packaging Group and Strate College.



Eventually, the afternoon on Thursday 9th February will be entirely devoted to the PCD Awards Ceremony chaired by Alain BETHUNE and Pierre Ducastin, L'Oréal. The PCD Awards are designed to single out the «Packaging innovations» and «Formulation - Packaging compatibility». The prizes are awarded by a jury comprising Journalists and Packaging experts.

To open the ceremony, Daria Myers, Senior Vice President Global Innovation and Sustainability at Estee Lauder and Michel Fontaine, President of the **French Packaging Council**, will present their vision on what could be a green packaging in the luxury industry.

Also note that for the first time, PCD 2012 and Aerosol & Dispensing Forum will take place at the same time in the same exhibition hall.

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